

Assistant Director of Digital Strategies and Engagement
University at Buffalo, The State University of New York

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Posted Jan. 12, 2024, set to expire Aug. 4, 2024

Job Title	Assistant Director of Digital Strategies and Engagement
Department	University Advancement
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Jan. 12, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Public Relations/Marketing Development/Institutional Advancement
Job Website	https://www.ubjobs.buffalo.edu/postings/47522
Apply By Email	
Job Description	

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The Assistant Director of Digital Strategies and Engagement is a key member of the dynamic and mission-driven University at Buffalo Advancement team. In addition to joining UB's talented team of Advancement professionals, the candidate will have the opportunity to take part in a cutting-edge advancement program that will change the face of annual giving.

Reporting to the Executive Director of Annual Giving, the Assistant Director is focused on developing and executing digital strategies that will lead to donor acquisition and retention, and additional philanthropic dollars and donors for the university.

In addition, the Assistant Director will:

- Proactively identify compelling crowdfunding campaigns throughout the university and collaborate with both university and internal Advancement partners to achieve established goals.
- Educate campus partners on industry best practices and provide guidance through typical stages of a fundraising campaign.
- Focus on providing a first-class philanthropic experience for all donors, with an emphasis on acquisition of new donors, by leveraging digital engagement and solicitation strategies to effectively secure and steward new donors.
- Operate with defined metrics and objectives related to the number of campaigns, donor counts, and dollars raised; and engage in collaborative efforts with colleagues from Advancement Communications, Alumni Engagement, Annual Giving, and advancement officers across various schools.

This role is critical to helping the University at Buffalo achieve both its near-term annual giving goals and long-term fundraising objectives. Candidates should be self-motivated and positive professionals, with a team-first optimistic attitude, eager to embody the UB spirit and engage alumni and friends at a high velocity in a personalized manner, at scale.

Division of University Advancement

Building stronger connections with UB's nearly 300,000 alumni and donors worldwide is critical to the university's goal: to situate UB among the nation's top 25 public research universities. UB alumni and friends are grateful and generous, supporting the largest, most ambitious fundraising campaign the university has ever launched. Through Boldly Buffalo: The Campaign for UB, we seek to raise \$1 billion. We invite you to join our University Advancement team and be part of our historic efforts.

Outstanding Benefits Package

Working at UBF comes with benefits that exceed salary alone. There are personal rewards including comprehensive health and retirement plan options. We also focus on creating and sustaining a healthy

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mix of work, personal and academic pursuit - all in an effort to support your work-life effectiveness. Visit our UBF benefits website to learn about our [benefit packages](#).

About The University at Buffalo

The University at Buffalo (UB) #ubuffalo is one of America's leading public research universities and a flagship of the State University of New York system, recognized for our excellence and our impact. UB is a premier, research-intensive public university dedicated to academic excellence. Our research, creative activity and people positively impact the world. Like the city we call home, UB is distinguished by a culture of resilient optimism, resourceful thinking and pragmatic dreaming that enables us to reach others every day. Visit our website to learn more about the [University at Buffalo](#).

University at Buffalo is an affirmative action/equal opportunity employer and, in keeping with our commitment, welcomes all to apply including veterans and individuals with disabilities.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

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